

Rep Order# 8833334 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 36848

Printed: 10/02/2012 9:27 AM
Last Received: 10/02/2012 8:45 AM
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS
Advertiser () AMERICAN CROSSROADS
Product AMERICAN CROSSROADS
Estimate# 690
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //690
Flight Dates 09/04/2012 - 09/13/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
NEW REVISED TOTAL - \$96,000
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	137A-237A	NATE BERKUS	:30	\$85.00	09/04-09/07	4	1	4	\$340.00	
	2	M-TH	137A-237A	NATE BERKUS	:30	\$85.00	09/10-09/13	0	0	0	\$0.00	
	3	SU	500P-700P	SUNDAY ROTATION	:30	\$1,200.00	09/09-09/09	1	1	1	\$1,200.00	
	4	SU	600A-630A	8 NEWS NOW SUN MORNING #1	:30	\$400.00	09/09-09/09	1	1	1	\$400.00	
	5	SU	800A-830A	8 NEWS NOW SUN MORNING #2	:30	\$1,500.00	09/09-09/09	1	1	1	\$1,500.00	
	6	SU	630A-800A	CBS SUNDAY MORNING	:30	\$1,500.00	09/09-09/09	1	1	1	\$1,500.00	
	7	TU-F	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/04-09/07	3	1	3	\$2,250.00	
	8	M-TH	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/10-09/13	4	1	4	\$3,000.00	

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	*9	TU-F	630P-700P	INSIDE EDITION	:30	\$1,200.00	09/04-09/07	2	1	2	\$2,400.00	
		Sales Remark: V7 .										
		V7 Comment Changed, Spots/week Changed										
	10	M-TH	630P-700P	INSIDE EDITION	:30	\$1,200.00	09/10-09/13	4	1	4	\$4,800.00	
	11	TU-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/04-09/07	2	1	2	\$1,500.00	
	12	M-TH	1200P-1230P	NOON NEWS	:30	\$750.00	09/10-09/13	2	1	2	\$1,500.00	
	13	TU-F	500P-630P	5-630P NEWS	:30	\$1,300.00	09/04-09/07	2	1	2	\$2,600.00	
	14	M-TH	500P-630P	5-630P NEWS	:30	\$1,300.00	09/10-09/13	2	1	2	\$2,600.00	
	15	TU-F	1000A-1100A	PRICE IS RIGHT	:30	\$2,500.00	09/04-09/07	0	0	0	\$0.00	
	16	M-TH	1000A-1100A	PRICE IS RIGHT	:30	\$2,500.00	09/10-09/13	1	1	1	\$2,500.00	
	17	TU-F	400P-500P	8 NEWS NOW @ 4P & 430P	:30	\$1,100.00	09/04-09/07	2	1	2	\$2,200.00	
	18	M-TH	400P-500P	8 NEWS NOW @ 4P & 430P	:30	\$1,100.00	09/10-09/13	2	1	2	\$2,200.00	
	19	TU-F	600A-700A	8 NEWS NOW @ 6A	:30	\$900.00	09/04-09/07	2	1	2	\$1,800.00	
	20	M-TH	600A-700A	8 NEWS NOW @ 6A	:30	\$900.00	09/10-09/13	2	1	2	\$1,800.00	
	21	TU-F	1100P-1135P	8 NEWS NOW @ 11P	:30	\$1,900.00	09/04-09/07	2	1	2	\$3,800.00	
	22	M-TH	1100P-1135P	8 NEWS NOW @ 11P	:30	\$1,900.00	09/10-09/13	2	1	2	\$3,800.00	

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	23	TU-F	500A-600A	8 NEWS NOW @ 5A	:30	\$800.00	09/04-09/07	2	1	2	\$1,600.00	
	24	M-TU	500A-600A	8 NEWS NOW @ 5A	:30	\$800.00	09/10-09/11	2	1	2	\$1,600.00	
	*25	TU-F	300P-400P	ELLEN	:30	\$900.00	09/04-09/07	1	1	1	\$900.00	
			Sales Remark: V7 . V7 Comment Changed, Spots/week Changed									
	*26	M-TH	300P-400P	ELLEN	:30	\$900.00	09/10-09/13	1	1	1	\$900.00	
			Sales Remark: V7 . V7 Comment Changed, Spots/week Changed									
	27	M	1000P-1100P	HAWAII FIVE O	:30	\$10,000.00	09/10-09/10	1	1	1	\$10,000.00	
	28	TU	1000P-1100P	THE MENTALIST	:30	\$7,500.00	09/04-09/04	0	0	0	\$0.00	
	29	SU	900P-1000P	THE GOOD WIFE	:30	\$8,500.00	09/09-09/09	1	1	1	\$8,500.00	
	30	SU	1000P-1100P	THE MENTALIST	:30	\$9,500.00	09/09-09/09	1	1	1	\$9,500.00	
	31	SA	1230P-400P	NCAA FOOTBALL	:30	\$5,000.00	09/08-09/08	0	0	0	\$0.00	
	32	SA	1135P-1235A	THE UNIT	:30	\$250.00	09/08-09/08	1	1	1	\$250.00	
	33	SU	1135P-1235A	GAMETIME WITH UNLV	:30	\$250.00	09/09-09/09	1	1	1	\$250.00	
	34	SA	135A-235A	COLD SQUAD	:30	\$100.00	09/08-09/08	1	1	1	\$100.00	

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	35	TU-F	700P-800P	ET/INSIDER	:30	\$1,000.00	09/04-09/07	1	1	1	\$1,000.00	
	36	M-TH	700P-800P	ET/INSIDER	:30	\$1,000.00	09/10-09/13	1	1	1	\$1,000.00	
	37	TU-F	1237A-137A	LATE LATE SHOW	:30	\$350.00	09/04-09/07	2	1	2	\$700.00	
	38	TU-F	207A-307A	NATE BERKUS	:30	\$50.00	09/04-09/07	1	1	1	\$50.00	
	39	M-TH	207A-237A	ENTERTAINMENT TONIGHT REPEAT	:30	\$40.00	09/10-09/13	1	1	1	\$40.00	
	40	SA	900A-700P	US OPEN (MENS SEMIS/WOMENS FINALS)	:30	\$5,000.00	09/08-09/08	1	1	1	\$5,000.00	
	41	F	1000P-1100P	BLUE BLOODS	:30	\$10,170.00	09/07-09/07	1	1	1	\$10,170.00	
	42	F	900A-930A	NEWS	:30	\$750.00	09/07-09/07	1	1	1	\$750.00	

—REPORT TOTALS—

Report Totals: 63 / \$96,000.00

—SALES MONTHLY TOTALS—

Sep 12: 63 / \$96,000.00

Sales Totals: 63 / \$96,000.00

Station Totals: 63 / \$96,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$320,000	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

—COMPETITIVE COMMENTS—